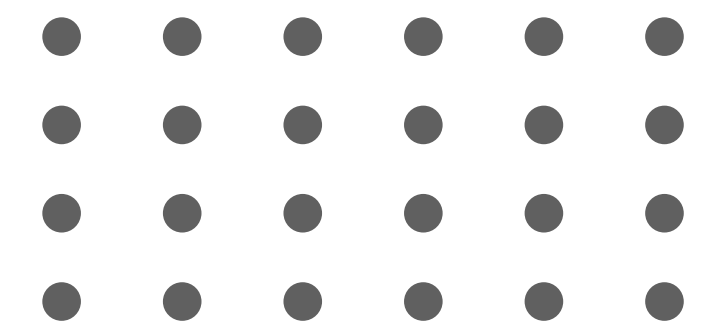




Your Guide to Navigating the EU's New Packaging and Packaging Waste Regulation (PPWR)



INTRODUCTION

With the increasing rise of eco-conscious consumers, Fast-Moving Consumer Goods (FMCG) companies find themselves in uncharted waters. After months of intense negotiations, EU institutions have finally reached a provisional agreement on new measures to significantly reduce packaging waste by 2030 and beyond. **The Packaging and Packaging Waste Regulation (PPWR), expected to come into effect in by 2025, is setting a new course for brands, pushing them to revolutionise their packaging strategies.** The regulation aims to ensure all packaging is recyclable, incorporates recycled content, and introduces reusable options where feasible.

In this article, we'll provide you with the compass you need to successfully steer through these changes. We'll help you understand the key requirements your business should consider, ensuring you stay ahead of the curve. And we'll explore how PakTech handles can support you in your sustainability journey without compromising on functionality and design.

The Fundamental Principles of PPWR



Extended
Producer
Responsibility

Why should you care about the PPWR?

The PPWR isn't just another regulation - it is a game-changer for the circular economy. If you're an FMCG company operating in the EU, this means a complete shift to a brand-new landscape. Sustainability is no longer an option but must be at the heart of your business strategy. The evolution of PPWR also underscores a growing trend where both consumers and regulators are calling for greater accountability from brands and producers, both urging for less packaging waste and more sustainable practices.

Accordingly, Extended Producer Responsibility (EPR), a policy approach where producers are expected to assume responsibility for their products at end-of-life, is expected to underpin the development of the PPWR.

How will the PPWR impact you?

The PPWR will bring about several new requirements for FMCG companies selling in the EU. The new rules are designed to encourage sustainable packaging, including through binding targets for recycled content and recyclability of packaging. These bold targets aim to ensure that packaging can be processed by recycling facilities without negatively impacting the recycling of other materials.

What's more, FMCG companies are encouraged to use more recycled content in their plastic packaging. The goal is to tie financial incentives to the recyclability of packaging through EPR schemes for sustainable solutions to become more economically attractive for producers.

The PPWR isn't just about recycling – it's also about using less packaging in the first place.

This includes setting targets for reuse and banning unnecessary packaging. Secondary packaging, also known as transport packaging, plays a big role in this. Under PPWR, companies must reduce empty spaces in their packaging, get rid of double-walled packaging, false bottoms and excessive layers. **The use of shrink wrap for multi-packs sold to consumers, will be prohibited.**

How can PakTech handles support you?

PakTech's commitment to is clearly shown through their innovative handle designs. Merging functionality with style, these handles not only align with the PPWR's expected requirements but set a new benchmark for environmental stewardship. **Manufactured with 100% recycled HDPE, certified by SCS Global Services, PakTech handles not only significantly reduce reliance on new plastics but are fully recyclable themselves.**

Moreover, PakTech's sleek, minimalist design optimises space utilisation, directly addressing the PPWR's expected mandate to minimise empty spaces in transport packaging, thereby making them an exemplary choice for FMCG companies.

Fit, form and function without compromising on sustainability

When it comes to navigating evolving packaging regulations and consumer expectations, PakTech stands as a beacon, guiding towards a harmonious balance of sustainability, aesthetics, and practicality. Their holistic approach to design ensures that every aspect of their packaging solution — fit, form, and function — is optimised without sacrificing environmental integrity.

This commitment positions PakTech as more than a supplier; they are a partner in your sustainability journey.

By integrating PakTech handles into your packaging strategy, you not only elevate your brand's commitment to environmental responsibility but opt for a solution that aligns with the expected obligations of the PPWR.

Choose PakTech and lead the way in the transition to a more sustainable, circular economy.

